



Services and Public Safety Committee Meeting

Tuesday, March 24, 2026

9:00am–10:30am

Hybrid Meeting via Zoom and In-Person at 291 Geary Street, Suite 200

Minutes

In attendance: Don Thomas (Club Donatello), Maxine Papadakis (Resident), Steven Suen (Biscuits & Blues), Capt. Chris Del Gandio (SFPD), Lt. Dean Hall (SFPD), Lt. Scott Ryan (SFPD), Sgt. Brain Kelly (SFPD), Curtis Wong (SFPD), Sgt. Eric Batchelder (SFPD), Lt. Dan Silver (SFPD), Miracle Matau (Block by Block), Jackson Alcantra (Legion), Dominique Charles (DPW), Ebony Horace (Cushman Wakefield), David Murillo (Cushman Wakefield), Steven Gil (CBRE), Jennifer Marino (Safe City Connect), Andrew Lawernce (The RealReal), Tammy Brock (Property Owner).

Staff: Daniela Vasile (COO), Ben Horne (CFO), JaLil Turner (Director of Services), Melanie Medina (Executive Assistant), and E. Ryan Santamaria (Intern).

1. Welcome & introductions

Don Thomas called the meeting to order at 9:02 a.m.

2. Public Comment

Tammy Brock noted an increase in graffiti throughout the district and requested that a representative from SFPD with expertise in graffiti enforcement attend a future meeting. Concerns were also raised regarding reduced services along O'Farrell Street, contributing to an observed increase in loitering. It was noted that the absence of Urban Alchemy personnel may be a contributing factor. Lt. Hall referenced an individual known to SFPD who, while not having committed any crimes, has been disruptive in public settings. Maxine Papadakis requested an update on the Ellis O'Farrell Garage gate installation. It was shared that MTA has agreed to move forward with installation, and a timeline will be provided.

3. ACTION to Approve Committee Meeting Minutes

Don directed the Committee to review the January 2026 Services Committee meeting minutes sent out in advance. He encouraged the committee to consistently share with their staff members so that they may all be updated about the community.

Action: The Committee unanimously approved the January 2026 Services Committee meeting minutes, as motioned by Steven Suen and seconded by Don Thomas.

4. Committee Updates

a. Personnel

Daniela Vasile shared that Ken Rich, Director of Economic Development and Policy for the Alliance, will be departing his role. In response, the Alliance will engage part-time consultants to continue key initiatives previously led by Ken, including the Powell Street redesign and the stage



improvement project. Brooke Ray Demko will support work related to Powell Street, while Kat Daniel will focus on economic development and policy. Both will contribute to advancing the strategic plan objectives.

b. District360 updates

Jalil Turner informed the committee that the Alliance is partnering with District 360 to develop dashboards aimed at tracking ambassador routes, improving service request tracking, and streamlining reporting processes. The goal is to make data collection more accessible and user-friendly for ambassadors. Don Thomas asked about the top priorities for the dashboard. It was noted that a key focus is integrating parcel-level data with service requests to better understand where services are being concentrated.

c. Trash Can Pilot

The committee was informed that the pilot trash can program will launch on April 1, 2026, with a total of five units deployed throughout the district, three from MetroStore and two from SecurCan, integrated alongside the existing Bigbelly units. Ongoing challenges with Bigbelly locks, particularly between Ambassadors and Recology, were noted as a key driver for the pilot. The program will run for 90 days, with a midpoint evaluation planned. A map of pilot can locations was shared, and committee members were encouraged to visit the sites and provide feedback. Discussion was had regarding how the preferred cans may be rolled out in coordination with new City-issued cans. A question was raised regarding the current rental of Bigbelly units by the Alliance and the decision to purchase the pilot cans.

d. Maiden Lane Resolution

Daniela shared that current Maiden Lane gate closure hours are 11:00 AM to 6:00 PM, and that the Alliance is working with Supervisor Sauter's office to extend hours to 10:00 AM to 8:00 PM. The proposed change is intended to align with designated entertainment zones and support additional activations along Maiden Lane. Next steps include coordination with MTA and DPW to secure an encroachment permit. Steven Suen inquired about the potential to activate Mason Street as a street fair through an entertainment zone permit, specifically between Biscuit & Blues and August Hall.

e. Union Square Park Services

Daniela shared that an agreement has not yet been reached between the Alliance and Rec and Park regarding park services for Block by Block. Currently, ambassadors are limited to supporting events and activations by placing plywood and setting up barricades, and do not provide direct cleaning services. A proposal has been made for the Alliance to support table and chair setup as well as trash compaction in exchange for storage space in the garage. Negotiations are still ongoing.

f. Website RFP

The Alliance is currently undergoing an RFP process to refresh and update its website. The objective is to improve overall accessibility and user experience, along with making technical enhancements to the backend infrastructure. The goal is to launch the new website by the end of



the year. Discussion also included opportunities to make the site more interactive and to provide a clear, easy-to-navigate events calendar.

g. Strategic Plan

The Alliance is currently in the assessment phase of its strategic planning process. This plan will guide the organization's goals and priorities over the next several years as it prepares for its renewal in 2029. The Alliance has engaged Uncommon Bridges to facilitate the overall planning process, Streetsense to provide a retail-focused data assessment, and Beacon Economics to conduct a comprehensive evaluation of Union Square.

5. SFPD Updates

a. Lt Hall (Central Station)

Lt. Hall commended the Alliance for a successful Tulip Day earlier in the month, noting that there were no major incidents or accidents reported during the event. He also reminded the committee about the SFPD crime data dashboard available on the SFPD website. He shared that, from January 2026 to date, Central Station has seen a 30% decrease in theft, a 30% decrease in robberies, a 64% decrease in overall crime, and a 36% decrease citywide. He encouraged the committee to use the dashboard for additional data insights and to compare trends across other neighborhoods.

b. Captain Matt Sullivan (Tenderloin)

No updates were given by Tenderloin.

c. Sgt. Daniel Kroos (Financial Crimes Unit)

No updates were given by the Financial Crimes Unit.

d. Sgt. Michael Cota (SFPD Ambassadors)

Lt. Hall informed the committee that SFPD ambassadors will begin reporting more frequently but for shorter shifts, with hours adjusted as needed to support special events. Captain Del Gandio shared a story highlighting an ambassador who saved a life by performing CPR and commended Sgt. Tom McWilliams for his courageous actions.

e. Real-Time Investigation Center Update

No updates were given at this time.

f. District Drone Program

Lt. Dan Silver and Sgt. Brian Kelly provided an update on the drone dock for Union Square. There are currently eight locations citywide, and the Union Square drone dock is expected to go live this year. The site is currently in contract negotiations for installation. Once finalized, the drone is anticipated to be operational within approximately six weeks, including setup and testing phases.



6. Hospitality Zone RFP 230 Update

a. January and February Reports

Miracle shared that in January, the district experienced its busiest conference period with JPMorgan Chase, which significantly increased foot traffic and overall ambassador engagement with visitors. Key statistics for the month included 12 911 calls, 404 business contacts, over 1,000 visitor directions provided, 922 welfare checks, 30,000 pounds of litter removed, and 3 Narcan-related encounters.

In February, the team completed over 400 graffiti removals and removed approximately 8,900 pounds of litter. Miracle also noted that during Super Bowl week, ambassadors collaborated closely with the City's SF HOT team, DPW, and the HEART program. Due to increased DPW activity during that period, ambassadors observed a reduced need for cleanup in the district. Additionally, Urban Alchemy was deployed along Market Street through Geary. As a result of these coordinated efforts with City partners, Block by Block statistics for the month reflected lower-than-usual volumes.

b. Staffing, Schedule & Deployment.

7. January and February 2026 Operations Reports and updates

a. Miracle Matau, Operations Manager, Block by Block

Miracle additionally shared that a power washing grant from the DDC has enabled expanded services in the lower Powell Street corridor near Market Street and Cyril Magnin. This overnight program operates Wednesday through Sunday and has now been extended to include Market Street between 4th and 5th Streets. The original power washing efforts were previously funded through a grant from Chris Larsen, and the DDC funding has allowed these services to continue and expand. The program will run for one year beginning February 1, 2026, and is in addition to the baseline cleaning services already provided.

b. Jackson Alcantra, Security Manager, Legion Corporation

Jackson Alcantra shared with the committee that Legion maintained strong visibility throughout the district, particularly during major events. He reported zero major incidents and approximately 1,900 self-initiated activities by guards, reflecting ongoing training focused on addressing issues proactively before service calls are required. There were also approximately 2,000 reported sit-and-lie violations. Jackson noted that with increased foot traffic in the district, they are seeing fewer incidents overall, as people feel safer spending time in Union Square. Don Thomas commended both Legion and Block by Block for their strong communication and the clarity of the statistics being shared.

Discussion was held regarding staffing levels per shift and the potential addition of an extra guard. The Alliance and Legion are currently working through Legion's payroll process before any additional staffing changes can be implemented. The committee also discussed coverage during breaks and shift transitions to ensure continuous staffing throughout each shift.



8. Contract updates, discussion, and action to approve for recommendation to Board of Directors:

a. HEART Safety Ambassador Amendment

The HEART Safety Ambassador Program continues to be a positive addition to the neighborhood. The Alliance has also recognized the hospitality zone and directed additional resources to support it.

ACTION: The committee unanimously approved the HEART Safety Ambassador Amendment for recommendation to the Board as motioned by Maxine Papadakis and seconded by Steven Suen.

b. Additional Pressure Washing Grant updates

Miracle provided the updates in item 6a.

c. DDC Grant for continuation of Safety Ambassador Program

Ben shared that, with the DDC's funding to continue the Safety Ambassador program, there have been ongoing discussions regarding operational costs and what the grant will cover. Marisa Rodriguez also spoke with Shola to emphasize the importance of including operations costs and ensuring that administrative expenses are covered through the grant.

Daniela shared that a press conference to announce the DDC's support and continuation of this program was held at the Cable Car turnaround with the DDC, Alliance Yerba Buena Partnership, Downtown Partnership, and City supporters.

d. BBB Budget April 2026-March 2027

The Alliance continues to work with Block by Block on the contract amendment and budget planning for the remainder of the year and into next year. It was noted that the Alliance is also considering issuing an RFP for services as part of best practices. The most recent RFP was completed in 2023.

9. Security Camera program updates – AVS

a. Grant for replacement and new installations of cameras from DDC

The Alliance continues to do outreach to the community to add more cameras. A grant from the DDC has allowed for the program to expand. The funds from the grant will support new camera installations along with camera upgrades to existing ones. Discussion was held regarding property owners self-reporting external building camera registrations to the District Attorney's Office.

10. Upcoming Events and Meetings

- a. Alliance Board of Directors Meeting – March 26, 2026, 9am (Clift Royal Sonesta Hotel)
- b. Next Services Committee – May 26, 2026
- c. **SAVE the DATE-** USF Spring Luncheon Fundraiser May 1, 2026

11. Adjourned: 10:40 AM